

ENVIRONMENTAL MOVEMENT OF KRESEK KUDUS COMMUNITY IN INCREASING PUBLIC AWARENESS OF ENVIRONMENT

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Abstrak

Seiring dengan meningkatnya jumlah populasi manusia, masalah sampah menjadi ancaman bagi keberlanjutan lingkungan, terutama jenis sampah yang tidak bisa didaur ulang. Jumlah sampah yang dihasilkan oleh masyarakat Kudus sangat besar. Sampah yang masuk ke Tempat Pembuangan Akhir (TPA) Tanjungrejo setiap harinya mencapai 130 ton. TPA Tanjungrejo memiliki luas 5,6 hektar dan saat ini dalam kondisi kewalahan untuk menampung sampah-sampah tersebut. Permasalahan sampah ini yang mendorong Komunitas KRESEK Kudus untuk melakukan gerakan penyelamatan lingkungan. Penelitian ini bertujuan untuk mengidentifikasi upaya Komunitas KRESEK Kudus dalam meningkatkan kesadaran masyarakat terhadap lingkungan. Penelitian ini menggunakan metode kualitatif deskriptif. Data primer diperoleh melalui wawancara mendalam dengan ketua komunitas KRESEK Kudus, sementara data sekunder diperoleh melalui studi literature. Hasil dari penelitian ini yaitu : (1) menjaga keberlanjutan gerakan dengan melakukan proses kaderisasi relawan; (2) membangun kerja sama dengan stakeholder dan masyarakat desa; (3) pemanfaatan sosial media untuk mengkampanyekan kesadaran lingkungan.

Abstract

Along with the increasing of population density, the problem of waste is threatens environmental sustainability. especially the type of waste that cannot be recycled. The amount of waste produced by residents in Kudus Regency is very large. Every day, the garbage that enters the Tanjungrejo Final Disposal Site (TPA) reaches 130 tons. TPA Tanjungrejo has an area of 5.6 hectares and is currently unable to accommodate the waste. The waste problems have encouraged the Kresek Kudus community to initiate an environmental conservation movement. This research aims to determine the effort of KRESEK to increase public awareness about environment. This research uses a qualitative approach and descriptive method. The primary data in this research were obtained by in-depth interviews towards the leader and volunteers of KRESEK Kudus, while the secondary data was conducted by literature study. The results of this research consist of (1) maintaining the continuity of the movement through the cadre of environmental agents, especially among young people; (2) building cooperation with stakeholders and village communities; and (3) using social media to campaign for environmental awareness.

Keywords: *Environmental Movement, KRESEK Community, Public Awareness*

1. INTRODUCTION

The waste problem has become a crucial problem for our environmental sustainability. It requires a comprehensive management that is not only the responsibility of the government but also the community. The amount of waste production is also affected by the amount of population and distribution. Kudus regency occupies the first position of the region population density by region with population density of 1997.37 people/km² in 2020. Kudus regency also occupies the top two of ratio waste by area of 0.189 ton/person and based on quantity population of 378,511 tons/km² according to the border area of Kudus Regency in 2020. It shows that every person produce garbage as big as 0.189 tons and every 1 km² produces 378,511 tons of waste (Sari et al., n.d.).

At the beginning of 2021, floods inundated various areas in Kudus. Based on data from the Regional Disaster Management Agency (BPBD) of Kudus Regency, floods hit 3 sub-districts, among others are Mejobo, Jati and Undaan sub-districts. In Mejobo District, there are six villages that were flooded, namely Temulus, Kesambi, Kirig, Payaman, Gulang, and Jojo villages. The number affected by flooding in this sub-district is 9,757 people. In Jati sub-district there are three affected villages, namely Jati Wetan, Jetis Kapuas, and Tanjung Karang. The number of victims affected was 5,679 people. Meanwhile, in Undaan District, there are four affected villages, namely Ngeemplak, Karangrowo, Wates, and Undaan Lor with a total of 2,178 people affected by the flood (Nugroho, 2021).

The Regional Disaster Management Agency said that the flood was caused by heavy rainfall. However, there are other reasons that significantly contribute to the widespread flooding, such as waste problem and land conversion. Meanwhile, the occurrence of landslides was triggered by critical land conditions. Most of the critical land occurs in the area of Rahtawu Village, Gebog District. The impact of this critical land is frequent landslides and floods during the rainy season as well as decreased soil fertility and reduced water infiltration into the soil (Pemerintah Kabupaten Kudus, n.d.).

The many environmental problems in Kudus Regency have encouraged several movements and communities to work in synergy with the local government, one of them is *Kreasi Sampah Ekonomi Kota* (KRESEK) community. KRESEK is a social community that focuses on environmental problems, especially waste problems and how to manage them. KRESEK Kudus was established on September 27, 2015. Some of the activities initiated by this community include raking in mass waste, planting trees, making biopori, giving alms, campaigning about the environment on social media, and fostering villages (*Tentang KRESEK*, n.d.). To expand the movement and ensure the continuity of the movement, KRESEK Kudus conducts volunteer recruitment every year. They conduct in-depth selection and interviews with prospective volunteers to find out their values, fighting spirit, and commitment as environmental saving agents. After the selection, they undergo basic training to strengthen their understanding of the community and its movement.

As an environmental movement, KRESEK Kudus has a setting agenda, especially how to create public awareness about the environment in Kudus Regency, considering that there is a lot of evidence about environmental damage. The environmental conservation movement is very urgent to be encouraged. This agenda setting must be strengthened with the support of the Regional Government which has the authority to make policy decisions (Saputra, n.d.). As an interest group, KRESEK Kudus has a collective goal to influence policies that will be made or that are being implemented by the government. In a democratic system, interest groups become the catalyst link between the government and society.

2. METHOD

This research used a descriptive method that the search for the correct interpretation of facts used to study problems in society, as well as the procedures that apply in society and certain situations, including the relations of activities, attitudes, views, and processes is taking place and the effects of a phenomenon (Mohammad, 1998). Furthermore, this research used qualitative approach. According to Cassell and Symon, qualitative methods are social science research methods that describe and interpret the meaning of symptoms that occur in a social context accurately. Qualitative methods emphasize the importance of extracting data through written or spoken sources (Cassell & Symon, 2004).

Primary data obtained from in-depth interviews addressed to the founder as well as the head of the KRESEK Kudus community. Meanwhile, while secondary data was obtained from the website and social media of KRESEK Kudus. In addition, researchers also examine sources from journals, books, and various sources related to the theme. The data analysis is done by observing, understanding, explaining in depth the results that have been collected by researchers. Understanding the data in this research is done by analyzing the data, organizing it, dividing it into manageable units, synthesizing, looking for patterns, finding what is meaningful, and what will be researched, and decided by the researcher to report. To find the results of the study, the steps that will be taken by researchers are data collection, data analysis, report preparation, and drawing conclusions.

3. RESULT AND DISCUSSION

3.1. Environmental Movement

Environmental issues have become a global agenda entering the 21st century, both among political leaders, government officials, scientists, industrialists, NGOs, and citizens. Environmental issues that were originally in the low politics area then shifted to become the central issue of world politics (world politics). Environmental issues have become a classic agenda in international politics, namely security and economic issues. The emergence of environmental issues in world politics is driven by several factors. First, the end of the rivalry between the United States and the Soviet Union in the cold war made room for the emergence of other political issues. Second, there is public and media awareness of global environmental degradation. Third, the scientific communities provided information about the hole in the ozone layer in Antarctica in the mid-1980s, this indicates environmental damage (Winarno, 2014)

J. Craig Jenkins in his book entitled “Resource Mobilization Theory and the Study of Social Movements” explain that conceptually the environmental social movement or real environmental social movement is a triangulation of social and political movements which aims to preserve and improve the natural environment through education community (public education), advocacy for better life habit choices, improvements in community planning (improved community planning), improvement financial investment, and government regulation. Environmental movement actually covers various different organizations and sometimes separate, starting from strong organizations financially at the national level and international to thousands of environmental organizations which is voluntary and operates at the level of grassroots and even includes individuals who are struggling only at the local level. So it can be said, that in the beginning concern for the preservation of the natural environment is the main driving force that gave birth to environmental movements (Rochwulaningsih, 2007).

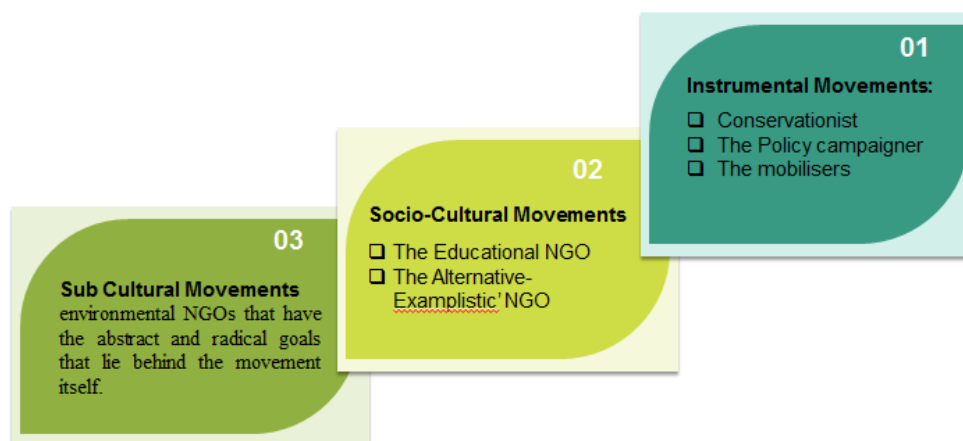
Environmental movement activists usually have value systems, moral guidelines that are relatively similar each other. However, they often have differences, especially regarding questions that more details such as priority and pressure issues their movements, ways of performing actions, and the specific goals they want to achieve. The environmental movement, in its form pure, tend to

represent interests the public at large regarding air issues clean, clean water, healthy food, animals, natural beauty, open space, and so on. In addition, the environmental movement is also very concerned to the protection of animals including wild animals from good hunting efforts for hobbies and consumption. One very interesting thing is that various environmental movements and organizations interact and have a relationship with one another others and even has a link with various other types of social movements that share the same moral point of view (Rochwulaningsih, 2007).

In the context of the NGO movement in Indonesia, according to Purnomo et al (1989) environmental issues have actually been on the agenda of the movement since 1970. At that time, NGOs in Indonesia grew rapidly. The NGO movement at this time emphasized the issue of economic inequality and poverty. Then the social movement developed and awareness emerged that economic growth was also accompanied by increasingly severe environmental and ecological damage so that environmental issues got stronger articulation. Eldridge (1995) states that the environmental movement is the second wave of NGO activism in Indonesia. The concrete manifestation of this wave is UULH No. 4 of 1982 which accommodates many inputs from environmental NGOs and even legitimizes the existence and role of NGOs in the context of development. The Forum for the Environment (WALHI) was established on October 15, 1980 as an NGO forum engaged in the environment. Therefore, it can be said that the environmental NGO movement in Indonesia gained its strengthening momentum in the 1980s.

In Indonesia, Hejiden (1992) categorizes environmental NGOs into three models of movement below :

Picture 1. NGO's Movement Models (Suharko, 1998)



Hejiden distinguishes instrumental movements into three types, consist of: 1) *conservationist*, namely an NGO that has a primary concern for the protection of nature or certain natural areas, WWF is an example of this typology; 2) *the policy campaigners*, namely NGOs that try to influence environmental policy makers. The aim of these NGOs is usually to campaign for environmental policies. This type of NGO is usually advisory in policy making and is financially supported by the authorities; 3) *the mobilisers*, namely NGOs whose main activity is to mobilize the public in an environmental action. These actions are usually directed at authorities and business actors whose decisions or behavior harm the environment (Suharko, 1998).

The second category is socio-cultural movement. The main activity of this movement model is to try to show people alternative ways of living that are closer and in harmony with nature. This NGO is not trying to change culture, but encouraging people to be more concerned with the environment and showing some of the possibilities of that effort in the existing culture. Hejiden divides these NGOs into two types, consist of: 1) the educational NGO that has the purpose to educate special people such as children about environmental issues and encourage them towards changing

attitudes and behavior towards nature and the environment; 2) the alternative-exemplific' NGO that the purpose is to show people examples of alternative ways of life which are usually not difficult to implement in the environment and do not require radical cultural changes (Suharko, 1998).

The third category is sub-cultural movements that have the abstract and radical goals that lie behind the movement itself. The main environmental movement carried out is against every form of culture that destroys the environment. Cause of damage the environment is seen as being in a consumption-capitalist society, technocratic and large-scale. These NGOs usually promote forms of community organizations that tend to be socialist, ecological and small-scale (Suharko, 1998).

3.2 KRESEK Kudus Community

Kreasi Sampah Ekonomi Kota (KRESEK) community is a local environmental community that focuses on environmental issues, especially in the field of Waste Banks and the creation of waste recycling. Our activities include waste alms, recycling socialization at orphanages, event assistance, recycling socialization in community groups, and other environmental related activities. The purpose of the KRESEK Community is to provide education on the importance of protecting the environment to the young and old generations so that they can realize a waste-free Indonesia. KRESEK is a social community that focuses on environmental problems, especially on waste issues and how to manage them. Currently, KRESEK communities have been formed in two cities, namely Solo City and Kudus Regency. KRESEK Kudus was founded on September 27, 2015. This community was first initiated by Faesal Adam, an alumni of the Faculty of Engineering, Diponegoro University. Faesal Adam previously interacted with the Solo KRESEK community. This interaction inspired Faesal Adam to create a similar movement in Kudus Regency. For his great commitment to making changes and being consistent in protecting the environment, Faesal Adam himself was elected as the Kudus Regency Pioneer Youth representing the PSDA, Environment and Tourism Sector in 2019.

This movement, which was initiated by Faesal Adam, moves other young people to make changes together. Those who share the same vision and mission are also involved in this movement. The number of KRESEK Kudus volunteers currently amounts to 25 people. In addition to internal networking with volunteers, KRESEK Kudus also builds networks with many communities in Kudus, including Omah Aksi Kudus, Kudus Teaching, Kudus Inspiration Class, and others. KRESEK Kudus always coordinates and involves other communities in designing various agendas. This is so that every agenda carried out can have a wider impact. Seeing that many environmental problems also occur in Kudus Regency, in addition to natural factors, environmental damage is also caused by the lack of public awareness to protect the environment. If this damage is left unchecked, the risk of natural disasters will be even higher.

In implementing its programs, KRESEK community is guided by regulations at the national and regional levels. National regulations include (*Regulasi*, n.d.) :

1. Law No. 18 of 2008 Concerning Waste Management.
2. KLHK Circular Regarding Guidelines for Waste Management at Event Organizers
3. PP No. 81 of 2012 Concerning Household Waste and Types of Household Waste
4. Presidential Decree Number 97 Year 2017 – JAKSTANAS
5. Law No. 32 TH 2009 Concerning Environmental Protection and Management.
6. Minister of Home Affairs Regulation No 33 of 2010 Regarding Guidelines Waste Management.
7. Minister of the Environment Regulation No. 13 of 2012 Concerning Guidelines for The Implementation of Reduce Reuse and Recycle Through Waste Banks

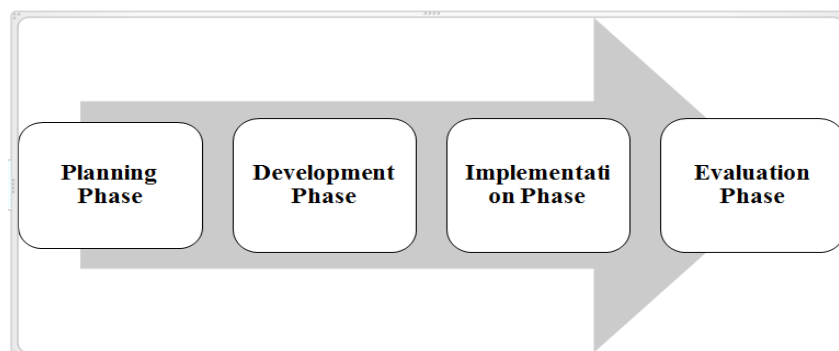
Meanwhile for regional level regulations are (*Regulasi*, n.d.) :

1. Regional Regulation Number 4 of 2017 Concerning Waste Management in Kudus
2. Regional Regulation 6 Concerning. Environmental Protection and Management in Kudus Regency.
3. Regional Regulation No. 8 of 2016 concerning Retribution for Cleaning Waste Services for JAKSTRADA KUDUS.

3.3 Public awareness

states that public awareness is conditions in which society aware of the rights and obligations as a citizen and social beings. Awareness also synonymous with knowledge, aware and know (Budiharjo, 2017). Conceptually, the factors that influence the growth and development of awareness or consciousness can be approached with a variety of disciplinary approaches. According to the concept of the educational process, participation is a form of response or responses to the stimuli given, which in this case response is a function of the benefits (rewards) that can be expected according to (Berlo, 1961) in Mardikanto and soebiato (2013: 90-91). Besides, by looking at the opportunity, the person concerned will be motivated to improve the skills (required) to be able to participate. Slamet (1985) in Mardikanto and Soebiato (2013: 91) states that the growth and development of community participation in development is largely determined by three main elements that consist of: 1) There are opportunities given to the community, to participate; 2) There is a willingness of the community to participate; 3) There is the ability of the community to participate (Muttaqien & dkk, 2019).

A public awareness and communications campaign is key to the successful implementation of any policy decision, particularly when it requires the support of the public and behavioral change from constituencies. Public awareness campaigns are designed with the main objectives of: drawing the public's attention to certain public issues or problem areas and bringing about behavior and social change. When introducing a new public concept, issue, policy or project, it is crucial that the main audience that will be affected accepts the messages. The public awareness process consists of eleven steps conducted in four distinct phases:



3.4 The Environmental Preservation Agenda of KRESEK Kudus Community

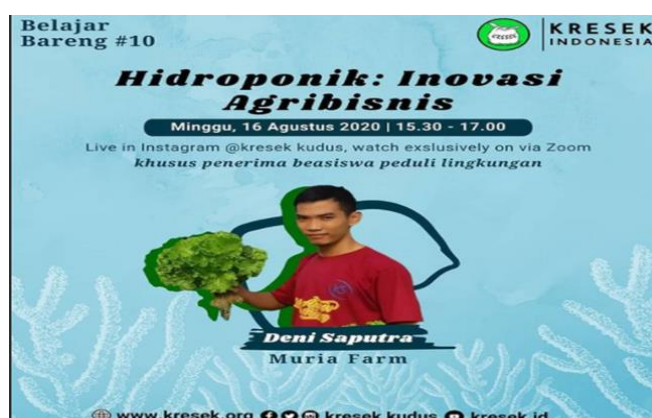
The main agenda and target of Kreasi Sampah Ekonomi Kota (KRESEK) Kudus in The Environmental Preservation shown in the table below :

Table 1. Environment Agenda of KRESEK Kudus Community (Adam, 2021)

| No | Agendas | Target |
|----|---|---|
| 1 | Beasiswa Peduli Lingkungan (Environmental Care Scholarship) | High school students in Kudus regency |
| 2 | Sedekah Sampah (Trash Alms) | Society, companies, agencies |
| 3 | Empowerment | Houswives, students with dissabilites, and Orphans under the Yatim Mandiri Foundation |
| 4 | Volunteer Recruitment | Society, especially young age |
| 5 | Environmental Action | Society |
| 6 | Organizing Hari Peduli Sampah Nasional (HPSN) 2019 | Society |
| 7 | Bank Sampah (Waste Bank) Assistance | Ngembalrejo and Jepang Pakis Village |
| 8 | Be a delegate of Jambore #Bebas Sampah 2016 | KRESEK volunteer |
| 9 | Hearing with Stakeholder | Regional Head |

Beasiswa Peduli Lingkungan (Environmental Care Scholarship) given to high school/equivalent students in Kudus Regency. This scholarship is given with the hope that a generation that cares about the environment will grow (*Beasiswa Peduli Lingkungan*, n.d.). There are still many people around us who are ignorant of the environment. The main factor that is less awareness of environmental condition. Humans always play an active role in the sustainability of the natural surroundings, but they don't have a care of the environment. Humans think that this world is a part of themselves, they do not understand that animals and plants are also part of nature. Some humans never think that the consequences of their behavior that destroys nature can cause damage to the surrounding nature. Another problem is the lack of knowledge about environmental conservation. Therefore, they do not able to manage nature properly. Through this scholarship, KRESEK wants to raise awareness among the younger generation and provide knowledge about conservation. This scholarship began to be awarded in January 2020 through a selection of academic scores and interviews. From this selection, 18 students from 18 high schools in Kudus were selected. This scholarship provides funding for one year of education and also provides knowledge and skills. Every month they will attend various classes, such as waste recycling class, agribusiness class, volunteer class, educational coaching groups, and others (Adam, 2021).

Picture 2. Agribusiness Class for the Awardee of Beasiswa Peduli Lingkungan



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

Sedekah sampah (trash alms) is a waste collection activity which later the proceeds from the sale will be used for social, environmental and educational activities. The problem of plastic waste will not be solved if it only waits for the government policy. It requires collaboration and community involvement in it. Through this activity, the community is given education about waste sorting, the types of waste that can be reused, and the economic potential of waste management from the surrounding environment. Through this education, it is hoped that it will increase public awareness of the importance of reducing waste and its management efforts. Through waste alms, besides being able to be managed and recycled, waste can also have economic value. There are several types of waste that can be donated, including plastic bottles, plastic bags, glass bottles, cans, paper, cardboard, and used cooking oil. KRESEK conducts socialization of this activity continuously to the community, both directly and indirectly. The results of this waste alms activity are one of the supporters of environmental care scholarship funding (*Sedekah Sampah*, n.d.).

Picture 3. Sedekah Sampah (Trash Alms) Socialization Poster



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

Picture 4. Waste Sorting at KRESEK Community Basecamp



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

Empowerment Program. The empowerment activity carried out by KRESEK targets housewives, students with disabilities, and orphans under the Yatim Mandiri Foundation. KRESEK guides and fosters the community in managing waste, especially waste that can be recycled and is able to provide additional income for the community. as well as socializing the culture of protecting the environment. Activities targeting housewives include recycling into bags of various shapes and making handicrafts made from used goods (*Pemberdayaan*, n.d.). Meanwhile, for children with disabilities and orphans, KRESEK provides education and introduction to recycling simple waste

into handicrafts. In this regard, KRESEK cooperates with special schools and the Yatim Mandiri Foundation. KRESEK also regularly collaborates with the Yatim Mandiri Foundation in Ramadan activities that include orphans (Adam, 2021).

Volunteer Recruitment. To maintain the continuity of the movement, KRESEK Kudus conducts volunteer recruitment every year. They conduct in-depth selection and interviews with prospective volunteers to find out their values, fighting spirit, and commitment as environmental saving agents. After the selection, they undergo basic training to strengthen their understanding of the community and its movement. most of the volunteers of KRESEK Kudus are students from several universities in Kudus Regency. They are young people who have social awareness. the presence of young people who support this movement has a positive impact on the dynamics of the movement. they are energetic, have extensive networking, have a lot of innovation, and still adhere to the ideals of social change in society. With the presence of these young people, it is hoped that the scope of programs and targets of the KRESEK community can be expanded (Adam, 2021).

Environmental Action. KRESEK carries out environmental conservation activities such as planting trees, scratching trash, campaigns to reduce plastic bags, biopori, ecobricks, etc. KRESEK also conducts various campaigns on their social media (*Aksi Lingkungan*, n.d.). In addition to social media, environmental action campaigns are also carried out directly in crowded places, such as on the streets and also at car free day activities in the city center. With the direct campaign with the public, it is hoped that environmental action messages can be conveyed, although it takes a long time to raise awareness (Adam, 2021).

Picture 5. Garbage Sorting Campaign Along the Road



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

Organizing Hari Peduli Sampah Nasional (HPSN) 2019. HPSN is celebrated on February 21 every year. For the past 5 years, HPSN has become a momentum to build public awareness in efforts to reduce waste. HPSN is directed to waste management efforts that can make a real contribution to economic growth. This is done through the development of the waste collection and transportation business sector, the waste processing equipment and machinery industry, the recycling industry, the composting and biogas industry, and the waste industry into alternative energy (*HPSN 2021, Babak Baru Pengelolaan Sampah Di Indonesia*, n.d.). KRESEK Kudus as an environmental movement took advantage of this momentum to carry out a bigger campaign involving collaboration with local stakeholders and all social movements in Kudus Regency. This momentum was also used to declare the environmental care with the tagline "*ora nyampah ora susah*" which means it's not difficult not to throw garbage carelessly (*HPSN 2019*, n.d.). This agenda was carried out in 2019. In addition to the waste problem, this momentum is also used to promote tree planting and environmental conservation.

Picture 6. Declaration of Environmental Care with The Tagline “Ora Nyampah Ora Susah” in the center of Kudus Regency



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

Bank Sampah (Waste Bank) Assistance. A waste bank is a work unit that carries out waste management where its activities include sorting waste from its source which is then collected in one place and then sold to third parties or reprocessed. The Waste Bank was created by implementing Law Number 18 of 2008 Concerning Waste Management that the principles of waste management are reduce, reuse, and recycle, namely reducing, reusing and processing waste (Sarifah & W. Juliprijanto, 2017). KRESEK Kudus also implements a program in Ngembalrejo and Jepang Pakis Village in terms of waste reduction and management which produces the Masdulah Garbage Bank (Society Cares for Garbage), Kreta Pelangi (Creation of Hands Care for the Children of the Country), and libraries. KRESEK Kudus also accompanies the initiation of the establishment of a waste bank in the Jepang Pakis Village The existence of this waste bank in addition to increasing public awareness, also generates economic benefits for them. the waste bank helps the environmental campaign to become more massive because it touches the grassroots community. In establishing a waste bank, KRESEK Kudus facilitated training on waste sorting and processing for local communities

Become a delegate of Jambore #Bebas Sampah 2016. Jambore Indonesia Bersih dan Bebas Sampah (IBBS) is a strategic moment for all waste-care activists in Indonesia who represent five actors of change, namely civil society, government, private sector, media, and community leaders. The Clean and Waste-Free Indonesia Jamboree is very important because this activity can provide various positive outcomes. First, as a national communication forum in terms of exchanging information, experiences, and learning. Second, as a moment to formulate a joint action plan to accelerate solid waste management in Indonesia, which is later expected to be passed down to their respective regions. Third, to activate the waste care activists in each region throughout Indonesia so that they have the same message, as well as strengthen collaboration with fellow waste care activists throughout Indonesia As a delegate from this agenda is the founder and the head of KRESEK Kudus Community, Faesal Adam. Faesal Adam was a participant in all IBBS Jamboree implementations from 2016 to 2019. From this participation, Faesal Adam gains knowledge about waste management and wider networking with environmental movements from various regions.

Audience with Stakeholder as an effort of articulation of interests to the local government, KRESEK Kudus continues to conduct hearings with the Kudus Regent and the Kudus Regency Housing and Settlement Areas Office. Stakeholder support is highly expected to be able to streamline waste management by both the government and the community through regulations.

Picture 7. Symbolic Handover of Tree from The Regent of Kudus to The Head of KRESEK Kudus Community



Source : Instagram Account of KRESEK Kudus (@kresekkudus)

KRESEK Kudus Community as an environmental movement belong to the second category of Hejdden (1992) typology, namely socio-cultural movement. The main activity of this movement model is to try to show people alternative ways of living that are closer and in harmony with nature. This NGO is not trying to change culture, but encouraging people to be more concerned with the environment and showing some of the possibilities of that effort in the existing culture. Hejdden divides these NGOs into two types, namely: 1) the educational NGO. Among the aims of this NGO is to educate special people such as children about environmental issues and encourage them towards changing attitudes and behavior towards nature and the environment; 2) the alternative-exemplific' NGO. Its main aim is to show people examples of alternative ways of life which are usually not difficult to implement in the environment and do not require radical cultural changes (Suharko, 1998).

According to UNESCO-UNEP (1978) the main objective of environmental education is to make the individual acquire logical vision about local and international societies and encourage him to participate in resolution of environmental through (Mohamed et al., 2006) :

- a) awareness : to help individuals and social groups acquire an awareness and sensitivity to the environment and its allied problems;
- b) knowledge : to help them gain a variety of experience in, and acquire a basic understanding of the environment and its associated problems;
- c) attitudes : to help them acquire a set of values and feelings of concern for the environment, and the motivation for the actively participating in environmental improvement and protection;
- d) skills : to help them acquire the skills for identifying and solving;
- e) participation : to provide individuals and social groups with an opportunity to be actively involved at all levels in working towards resolution and environmental problems.

As an educational NGO or community, KRESEK Kudus has educational programs either through classes, discussions, or campaigns. Education in the form of classes is carried out in a series of environmental care scholarship activities. Meanwhile, the discussion continues to be built by volunteers, both internally by KRESEK and with social movement networks in Kudus Regency. Environmental campaigns are carried out directly or indirectly. Directly carried out on the street and the center of the crowd. while the campaign is indirectly carried out through the internet, especially websites and social media. Through this education and campaign expected to changing attitudes and behavior towards nature and the environment.

KRESEK Kudus also has characteristics as the alternative-exemplistic' NGO or community that its main purpose is to show people examples of alternative ways of life which are usually not difficult to implement in the environment. Alternative ways and examples provided such as reducing the use of plastic bags in daily activities; get used to sorting waste by starting from the household environment; recycle waste into useful goods; preserving the environment by planting trees or gardening; make water absorption or simple biopori, and other activities. In addition to education and campaigns, the community needs to be given examples and alternative activities that can be implemented in daily life and have a positive impact on environmental sustainability, for example the establishment and management of waste banks and trash alms activities. These two activities besides reducing the waste problem, these activities can also bring economic benefits. For the internal community of KRESEK Kudus, the profits from the trash alms are used to fund the *Beasiswa Peduli Lingkungan* activities. Meanwhile, for the community, the economic benefits of the waste bank can be used to increase household income even though the nominal is not much.

4. CONCLUSION

In its seven year journey, KRESEK Kudus realizes that to create bigger and massive social changes - in the context of environmental conservation and waste management - requires regulations that can only be carried out by stakeholders. KRESEK Kudus sustainably establish communication with stakeholders. KRESEK Kudus has targeted various layer of society, ranging from children, youth, and adults. KRESEK Kudus also targets marginalized communities such as children with disabilities and orphans. The existence of social media also has a big impact on the expansion of the influence of this community in an effort to increase public awareness of the environment. Public awareness is a feeling of knowing and understanding what has been done or owned by a person to make social life run in accordance with existing norms to achieve an expected change. Some indicators of awareness include three things, namely perceptions, thoughts, and feelings. In relation to the efforts of KRESEK Kudus to increase environmental awareness, it can be seen from the participation of the community in various KRESEK Kudus agenda. Moreover, involvement in sustainable agendas, such as volunteering, classes in scholarship programs, and involvement in the management of Waste Banks or trash alms can bring wider impact to society, and also be able to spread awareness collectively about environment.

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